

# **Relationship of Service Quality and Customer Satisfaction in Public Bank Services: Reference to Kuruwita Area**

**W.G.M.D. Jayasekara<sup>1,\*</sup> and S.M.B.L. Suraweera<sup>2</sup>**

*<sup>1,2</sup>Department of Business Management, Faculty of Management Studies, Rajarata University of Sri Lanka, Mihintale, Sri Lanka*

\*Corresponding author: mereshidilrukshi96@gmail.com

## **Abstract**

For any case of industry or economic development, the banking sector plays an essential role. Further, the service sector, including commercial banking, clearly controls the nerve point of any economy's industrial development. Customer satisfaction involves providing good service to a customer and ensuring that customers understand they could get a genuine service. With changing conditions, customers' expectations continue to change, where customer satisfaction is a complex issue, with a deliberate attempt to access constantly. The Sri Lankan economy is supported enormously by public banks and the focus of their business is customers. Satisfaction is an important measure of service quality in the banking industry; this study tries to investigate the relationship of service quality and customer satisfaction in public bank services with special reference to the Kuruwita area. Quality service is studied within the SERQUAL model which is used to measure the service quality by using different dimensions, including tangibility, reliability, empathy, responsiveness and assurance. Data were gathered from 100 public bank customers in the area using the convenience sampling method. The survey method was used to collect data while data analysis was done with SPSS computer software. Correlation & Multiple regressions were used to investigate the relationship between dependent and independent variables. While correlation results indicate a positive relationship between the dimensions of service quality, the regression results show that there is a significant and positive impact on customer satisfaction. Therefore, based on the study results, it was identified that customer satisfaction depends highly on the quality of the services offered by the bank and thus, recommendations were given on improving quality services in the banking sector especially focusing on the public banks.

*Keywords:* Customer satisfaction, public bank services, service quality